

**Press Release for October 8<sup>th</sup>  
FOR IMMEDIATE RELEASE**

Sunday, October 8, 2023

Detroit, MI –

M to M LLC is proud to announce a special fundraising event

[LAZOS Detroit: Hispanic Cultural Festival & Mercadito - A Fundraiser to Benefit One Michigan for Immigrant Rights](#)

This family-friendly event will feature performances on two stages all day long, celebrating the rich Hispanic Heritage of Detroit's immigrant community, featuring the inspiring documentary film "Michoacán to Michigan". There will be a marketplace with Business Alianzas Mercadito Vendors, artesanías and art, food trucks and antojitos mexicanos, a tequila tasting to launch Tequila Cabresto Blanco, resource tables, a photo booth sponsored by Alliance Catholic Credit Union, face painting and other activities for the kids.

**LAZOS Detroit will take place on Sunday, October 8, 2023, from 12:30 pm to 6:00 pm at Vallarta LIVE's venue located at 4381 Larkins Street, Detroit, MI.**

The event showcases the screening of the documentary film, *Michoacán to Michigan* with a moderated bilingual discussion. The panel will consist of immigrants from various backgrounds, the filmmaker, members of the Fraga family, and representatives from local organizations supporting immigrant communities. Attendees will have the opportunity to engage with the panelists, ask questions, and gain further insights into the challenges and triumphs of immigrant families.

The goal of the event is to highlight the stories of our diverse immigrant community and to provide a forum for organizations that deliver essential support and resources to immigrant communities, fostering their integration and success. All proceeds, including the recommended donation of \$5 per person or an unwrapped toy, will go directly to One Michigan for Immigrant Rights to support the thousands of Christmas wishes they fulfill each year. The primary event sponsor, Sherwin-Williams, will also be presenting job and training opportunities specifically for Spanish-speaking individuals.

"We believe in the power of storytelling to bring communities together and create empathy and understanding," said Len Radjewski (Fraga), Event Organizer. "Through 'Michoacán to Michigan,' we aim to inspire individuals and families to embrace their immigration stories, while also raising funds for organizations that are doing incredible work to support immigrants and their contributions to society."

*Michoacán to Michigan* is a compelling documentary telling the story of Valeriano and Martina Fraga's journey from the Mexican city of Morelia, in the state of Michoacán, located in western Mexico to the "Thumb" area in the state of Michigan. In 1919, due to unrest and turmoil including serious personal threats, in Mexico during the period

around the Mexican Revolution, they left their home country to seek safety and stability in America. 2019 marks the 100th anniversary of their family's crossing.

This inspiring documentary chronicles their journey, showcasing the challenges they faced and the triumphs they achieved. It serves as a powerful testament to the resilience, determination, and contributions of immigrant families to the United States. The mission behind the "Michoacán to Michigan" fundraiser is to inspire other families to share their own immigration stories, promote cultural diversity and understanding, raise funds for organizations that support immigrant communities, and highlight the positive impact immigrant families have had on American culture.

Vallarta LIVE, a renowned venue known for its commitment to community engagement, is thrilled to host this event and provide a platform to amplify immigrant voices and experiences.

The Puente Cultural Integration team is proud to support the planning and marketing for this important cultural community event in Southwest Detroit. "The fundraiser aims to bring together a diverse audience, including local families, community members, entrepreneurs, leaders, advocates, and individuals passionate about promoting inclusivity and celebrating the rich tapestry of Latin American culture.", said Bridget Espinosa, CEO of Puente Cultural Integration and coordinator of the event.

To buy tickets or to make a donation for the LAZOS Detroit fundraiser go to [lazosdetroit.eventbrite.com](https://lazosdetroit.eventbrite.com)

Updates on event agenda and sponsors will be posted on [www.businessalianzas.org/lazos-detroit-hispanic-festival/](https://www.businessalianzas.org/lazos-detroit-hispanic-festival/).

For those unable to attend, there will be opportunities to make donations and support the cause online through the event website.

**Join us on Sunday, October 8, 2023, at Vallarta LIVE, as we come together to celebrate the immigrant experience, learn from inspiring stories, and raise funds for an organization that champions the rights and well-being of immigrant communities at LAZOS Detroit.**

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**For media inquiries, please contact:**

**Len Radjewski Fraga**

**248.250.0210**

[michoacantomichigan@gmail.com](mailto:michoacantomichigan@gmail.com)

[www.michoacantomichigan.com](https://www.michoacantomichigan.com)

Bridget Espinosa

248.919.8440

[bridget@puenteci.com](mailto:bridget@puenteci.com)

[www.puenteci.com](https://www.puenteci.com)

**About "Michoacán to Michigan":**

"Michoacán to Michigan" is a captivating documentary film that tells the story of the Fraga family's immigration journey from Mexico to the United States.

<http://www.michoacantomichigan.com/>

**About One Michigan for Immigrant Rights:**

We work towards providing resources to immigrant communities through organizing, education, and empowerment. We answer to and are driven by the needs of our community.

[1michigan.org](http://1michigan.org)

**About Puente Cultural Integration and Business Alianzas:**

The mission of Puente Cultural Integration is to provide and advocate for equitable resources and opportunities to immigrant and minority-owned businesses. We help to bridge the cultural and language gap between the Latinx/Hispanic community and agencies through inclusive program development, bilingual and culturally appropriate marketing strategies, Spanish-language services, workshops, individualized small business coaching, and cross-cultural consulting.

[puenteci.com](http://puenteci.com)

Business Alianzas is a community of small business owners, emergent entrepreneurs, and organizations collaborating to connect and forge professional partnerships.

Alianzas members have integrated into a robust referral network to ensure equitable access to bilingual resources and opportunities to grow small businesses. We believe that collaboration, business-to-business relationships, and networking create a synergy for economic growth in our community.

[businessalianzas.org](http://businessalianzas.org)

**About Vallarta LIVE:**

Vallarta LIVE is a leading venue in Detroit, MI, dedicated to hosting diverse cultural events and fostering community engagement. Through its wide range of programming, Vallarta LIVE aims to create inclusive spaces, promote dialogue, and celebrate the rich diversity that contributes to the vibrant fabric of American society. To learn more about Vallarta LIVE, visit <http://www.vallartalive.com/>